

THE BUSINESS IMPROVEMENT DISTRICT COMMITTEE OF THE CITY OF CALEXICO MET IN SPECIAL SESSION ON THE 9th DAY OF SEPTEMBER, 2009, AT 8:00 A.M. AT ENRIQUE CAMARENA LIBRARY, 850 ENCINAS AVE., CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING.

CALL TO ORDER

The meeting was called to order at 8:05 a.m. by Chair Eduardo Lopez

ATTENDANCE

Committee members:

Eduardo Lopez

Cristina Rocha

Morris Reisin

Martin Arellano

David Ouzan

STAFF

Victor Carrillo – City Manager

Rosalind Guerrero – Director of Redevelopment & Economic Development

Nick Finley – Director of General Services

Lt. Gonzalo Gerardo – Calexico Police Dept.

Julia Osuna- Economic Development Specialist

GUESTS

Rosario Beltran – HKG Duty Free

Jimmie Jimenez – Clear Talk

Griselda Santibanez - Garlans

Benjamin Horton

Mauricio Calderon

Felix Encinas

Jose Angel Esparza

Theresa Robertson

Fernando Zavala

APPROVAL OF AGENDA

Motion was made by member D. Ouzan seconded by member M. Reisin to approve agenda as presented. Vote to wit:

Ayes:	E. Lopez, M. Reisin, D. Ouzan, C. Rocha
Noes:	None
Absent:	None

ANNOUNCEMENTS/PUBLIC COMMENT ON NON-AGENDIZED ITEMS

Member Martin Arellano announced his resignation. Mr. Arellano thanked the members and RDA staff for providing him the opportunity to serve as a committee member. The knowledge and the experience he gained is invaluable. His business engagements do not provide him the time to be able to dedicate to the committee. He stated he will be advising Councilman Luis Castro of his resignation and make recommendations for the next appointee.

Presentation

None

CONSENT AGENDA

Motion made by member M. Reisin and seconded by member D. Ouzan to ratify amended minutes of August 19, 2009. Vote to wit:

Ayes: C. Rocha, E. Lopez, M. Reisin, D. Ouzan

Noes: None

Absent: None

Motion Passed

Motion made by member D. Ouzan and seconded by member M. Reisin to approve minutes for meeting of August 26, 2009. Vote to wit:

Ayes: C. Rocha, E. Lopez, M. Reisin, D. Ouzan

Noes: None

Absent: None

Motion Passed

BUSINESS ITEMS

Website

Discussion was held on establishing a website for the Business Improvement District. The BID has a budget of \$6,000 to build and maintain the website. Ms. Guerrero explained a scope of work will be established to request bids. A committee should be formed. Upon receiving the bids the companies will be requested to present their proposals to the BID for selection.

Motion made by member E. Lopez and seconded by member D. Ouzan to request bids on a website. Vote to wit:

Ayes: C. Rocha, E. Lopez, M. Reisin, D. Ouzan

Noes: None

Absent: None

Motion Passed

Sidewalk Cleanup

The committee reviewed the scope of work provided by one company. The BID has a budget set of \$6,000 to have the sidewalks cleaned in the downtown.

Motion made by member M. Reisin and seconded by member D. Ouzan to accept the PJS Clean Company bid for \$8,000, a one time sidewalk cleaning for the downtown. Vote to wit:

Ayes: C. Rocha, E. Lopez, M. Reisin, D. Ouzan

Noes: None

Absent: None

Motion Passed

October 31, 2009, Downtown Event

Jaime Jimenez reported the October 31st event committee is recommending the closing of 2nd street between Rockwood and Heffernan. They will be sponsoring a costume contest, provide music, have a decorated Halloween theme car, rent spaces for vendors, nonprofits, schools, merchants, and will be requesting the stores decorate for the occasion. The committee will be requesting sponsorships for this event. The committee has not asked anyone to participate as of this date.

Portable Restrooms

M. Reisin stated he had not received an additional cost estimate from a portable restroom vendor. Discussion was held concerning locations of the restrooms and it was decided to have 8 restrooms. V. Carrillo, City Manager stated he will speak to Aaron Miola from COLAB and Lindsey Dale from the Farm Bureau concerning the idea of assisting in providing restrooms during the agriculture season. They may have funding available for a purpose that supports the farm laborer.

Motion made by member E. Lopez and seconded by member M. Reisin to request bids on a 8 portable restrooms for the months of November thru April. Vote to wit:

Ayes: C. Rocha, E. Lopez, M. Reisin, D. Ouzan

Noes: None

Absent: None

Motion Passed

3rd and Paulin Parking Lot

D. Ouzan stated the parking lot we are referring to is the 3rd and Heber parking lot, not the paulin and 3rd St. D. Ouzan stated the Redevelopment Agency is considering of placing shades on the parking lot and have a special fee for this specific parking lot. D. Ouzan stated general services department is researching the cost of gated and covered parking. Covered parking and

landscaping should attract more people to downtown. F. Rashid suggested the city should consider solar shades and lighting for the parking lot to save power and money.

Parking Meters

E. Lopez updated the BID committee of its petition to city council to extend the free parking thru December. The City Council voted to have the meters reinstalled however, in December they will offer free two hour parking.

Preferential Parking

D. Ouzan stated the preferential parking is a pilot program for measuring additional revenue. The Police Department will be ordering signs for the preferential parking areas. The fees for the preferential parking have not been set.

Establishing a regular meeting date

Motion made by member E. Lopez and seconded by member M. Reisin to hold Business Improvement District meetings on the 2nd and 4th Wednesday of the month at 8:30a.m. Vote to wit:

Ayes: C. Rocha, E. Lopez, M. Reisin, D. Ouzan

Noes: None

Absent: None

Motion Passed

ADJOURNMENT

There being no further business, the meeting adjourned at 9:20 a.m.


Eduardo Lopez, Chairman

THE BUSINESS IMPROVEMENT DISTRICT COMMITTEE OF THE CITY OF CALEXICO MET IN SPECIAL SESSION ON THE 23rd DAY OF SEPTEMBER, 2009, AT 8:30 A.M. AT ENRIQUE CAMARENA LIBRARY, 850 ENCINAS AVE., CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING.

CALL TO ORDER

The meeting was called to order at 8:30 a.m. by Chair Eduardo Lopez

ATTENDANCE

Committee members:

Eduardo Lopez

Cristina Rocha

Morris Reisin

David Ouzan(Absent)

STAFF

Rosalind Guerrero -- Redevelopment & Economic Development Director

Julia Osuna -- Economic Development Specialist

GUESTS

Rosario Beltran -- HKG Duty Free

Danny Silva -- Beautification Comm.

Jimmie Jimenez -- Clear Talk

Diana Cortez -- Beautification Comm.

Robert Gronich -- Garlan's

Jose Felix -- Cannel 66

Francisco Rashid -- Temptations

Steve S Sano -- Kecz-FOX 9 TV

Mauricio Calderon -- The McMarketing

Angel Esparza -- Envision

Daniel Fitzgerald -- CCEZ

Theresa Robertson -- KXO Radio

APPROVAL OF AGENDA

Motion was made by member E. Lopez seconded by member M. Reisin to approve agenda as presented. Vote to wit:

Ayes: E. Lopez, M. Reisin, C. Rocha

Noes: None

Absent: D. Ouzan

ANNOUNCEMENTS/PUBLIC COMMENT ON NON-AGENDIZED ITEMS

None

Presentation

None

CONSENT AGENDA

Motion made by member M. Reisin and seconded by member C. Rocha to ratify amended minutes of September 9th, 2009. Vote to wit:

Ayes: C. Rocha, E. Lopez, M. Reisin,

Noes: None

Absent: D. Ouzan

Motion Passed

BUSINESS ITEMS**Website**

RDA Staff established the outcomes of outsourcing a website developer vs. utilizing the City of Calexico website as host. The outside source will be dealing with the copy rights, the design, training staff, spam and virus protection. The City of Calexico host will be less cost to the BID as there are people already trained and developing the website image and virus protection. Mr. Fitzgerald, CCEZ Manager stated Microsoft Manager System as easy software to use. Mr. Silva, Beautification Committee member asked if they can utilize the BID's website for their use. RDA staff informed Mr. Silva as the Beautification Committee they can use the City of Calexico's website. Upon receiving the bids the companies will be requested to present their proposals to the BID for selection.

October 31, 2009, Downtown Event

E. Lopez requested to place the music in the middle of Second Street between Heffernan Ave. and Rockwood Ave. M. Reisin stated that by doing such accommodation the attendees will not walk towards Heffernan Avenue and the goal is to get people to Heffernan Ave. the Stage area should be located on Rockwood and 2nd St., the food booths should be at Heffernan and 2nd street.

The committee has received advertising proposals for Halloween Carnival from KXO Radio, Fox 9, Canal 3, and Channel 66. The beautification committee will be requesting sponsorships for this event. The RDA staff is preparing the vendor applications. Angel esparza from Envision is preparing the flyers and posters for the event.

M. Reisin asked if the banners were going to be displayed at the Chamber of Commerce, city hall and the downtown area as in the past. It was agreed that these are the best locations.

E. Lopez mentioned he would take a trip to look at the booths and how they could be transported to Calexico for the event.

UPDATES**Update on 3rd & Heber parking lot**

None

Update on Portable Restrooms

M. Reisin stated he had received two cost estimates from portable restroom vendors. Estimates were from 8-10 restrooms. One on the vendors' proposal cleans the restrooms twice a week. Mr. Gronich voiced that twice a week is not enough especially on first and Second Street. Mr.

Gronich stated that perhaps we could increase cleaning the restroom more than twice a week depending on its location.

Update on Sidewalk Cleanup

M. Reisin will look for student programs that do community service to cleanup for free or a small donation. Ms. Guerrero met with Gustavo Galindo and agreed to provide a sidewalk cleanup schedule to the merchants; she acknowledged the beautification committee could help with a cleanup campaign of downtown. M. Reisin suggested the city crew to clean before and after the Halloween Carnival.

Establishing a regular meeting date

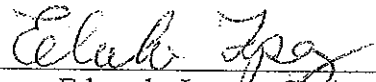
E. Lopez asked everyone if meeting at 8:00 would be best. Everyone agreed 8:00 a.m. was convenient.

Other:

E. Lopez provided information to the committee concerning an ad for the BID. Everyone was interested in the BID placing an ad. E. Lopez directed RDA staff to contact Anna Massey from the IV Press to place an ad in the Calexico Chamber Business Directory.

ADJOURNMENT

There being no further business, the meeting adjourned at 10:30 a.m.


Eduardo Lopez, Chairman